



Reza by Lalita

Reza –an ancient fabric of the northwestern India was on the verge of extinction, when it was reborn in the year 2014. Reza, as fabric was forgotten since early 1960s by the village communities in Haryana. Lalita, a graduate in fashion designing revived the traditional fabric while working in Bohar, a prominent village near Rohtak town. She soon set up **Reza by Lalita**, an enterprise.

She did immense research work: located elderly artisans in several villages and intimately talked to learn every meticulous detail about old-style of weaving in pit-loom and made it to herself when the first fold of the Reza appeared on the other side of the roller on the loom within a year of the occurrence of the idea. As told, she was poked by a couple of cultural historians, which loved traditional fabrics and Reza. During initial phase of exploration the elderly women readily shared experiences in decorative embroidery on apparel made in Reza and happily gifted to her their age-old garments and wear so that Lalita could learn and popularize it among those that nourished taste



for the custom. Reza cloth/fabric has now become popular for wear for select band of men, women and children, which loved wearing Jackets, long shirt or kurta, payajāma, coat & blazer and pantaloons and Saree besides use of fabric as home furnish and tapestry. The wearers felt gorgeous in gracefully and minimally decorated Reza fabric with traditional motifs or geometrical patterns. The enduring fabric's thermal qualities are time tested. Revival and resurgence of an age-old fabric known as 'Reza' could be categorized as an outstanding contribution in handloom and handicrafts in Haryana. Had it not been re-energized after researching into its history since ancient times that lasted for as long as five years, the magnificent traditional fabric would have been lost forever? It was, in fact, like rediscovering a cloth that was almost extinct but had been in trend for more than two millennia.

Museums have yet to know about revival of 'Reza' and its product manifestation.

During the last four years of activity of the **Reza by Lalita**, women and men were both trained in spinning and weaving besides processing of the

yarn in addition to the craft creations such as creation of traditional motifs and geometrical patterns on the apparel.

The non-institutional training was given to about 650 women that have formed 'Self-Help Groups'. Since the launch, **Reza by Lalita** participated in more than 18 national and international level exhibitions and fashion shows to display fabric and apparel.

